

What is claimed is:

1 1. A propagated signal comprising:

2 a first information stream for consumption by a user, and

3 a second information stream comprising a first portion for interaction with a user and a
4 second portion for consumption by the user conditionally according to the user's response to the
5 first portion.

1 2. The signal according to claim 1, wherein:

2 the first information stream is a discrete portion of a broadcast, and

3 the second information stream is arranged so that interaction with the first portion takes a
4 period of time at least substantially equal to the duration of the first information stream, whereby
5 the user is induced to consume substantially the entire first information stream.

1 3. The signal according to claim 1, wherein:

2 the first information stream includes an advertisement, and

3 the second portion of the second information stream comprises information other than an
4 advertisement,

5 whereby the user is induced to continue reception of the propagated signal,

6 whereby the user is induced to continue consumption of the first information stream.

1 4. The signal according to claim 3, wherein the second information stream is
2 arranged so that interaction with the first portion takes a period of time at least substantially equal
3 to the duration of the advertisement.

1 5. The signal according to claim 1, wherein the second portion of the second
2 information stream is at least a portion of an entity.

6. The signal according to claim 5, wherein the entity is an audio entity.

7. The signal according to claim 5, wherein the entity is a video entity.

1 8. The signal according to claim 5, wherein:
2 the second portion of the second information stream is a portion of an entity, and
3 a plurality of second portions of the second information stream collectively form a
4 complete entity, so that to receive the complete entity a user must consume all of the associated
5 first information streams.

1 9. The signal according to claim 1, wherein:

2 the second portion of the second information stream is a portion of an entity, and

3 a plurality of second portions of the second information stream collectively form a

4 complete entity, so that to receive the complete entity a user must consume all of the associated

5 first information streams.

1 10. The propagated signal of claim 1, wherein:

2 the first information stream is transmitted via a first medium, and

3 the second information stream is transmitted via a second medium.

1 11. A method of broadcasting to consumer equipment, comprising the steps of:

2 transmitting to consumer equipment a first information stream for consumption by a user,

3 and

4 transmitting to consumer equipment a second information stream comprising a first

5 portion for interaction with a user and a second portion for consumption by the user conditionally

6 according to the user's response to the first portion.

12. The method according to claim 11, wherein:

the first information stream is a discrete portion of a broadcast, and

the second information stream is arranged so that interaction with the first portion takes a period of time at least substantially equal to the duration of the first information stream, whereby the user is induced to consume substantially the entire first information stream.

13. The method according to claim 11, wherein:

the first information stream includes an advertisement, and

the second portion of the second information stream comprises information other than an advertisement,

whereby the user is induced to continue reception,

whereby the user is induced to continue consumption of the first information stream.

14. The method according to claim 13, wherein the second information stream is

arranged so that interaction with the first portion takes a period of time at least substantially equal to the duration of the advertisement.

15. The method according to claim 11, wherein the second portion of the second

information stream is at least a portion of an entity.

16. The method according to claim 15, wherein the entity is an audio recording.

17. The method according to claim 15, wherein the entity is a video entity.

18. The method according to claim 15, wherein:

the second portion of the second information stream is a portion of an entity, and
a plurality of second portions of the second information stream collectively form a
complete entity, so that to receive the complete entity a user must consume all of the associated
first information streams.

19. The method according to claim 10, wherein:

the second portion of the second information stream is a portion of an entity, and
a plurality of second portions of the second information stream collectively form a
complete entity, so that to receive the complete entity a user must consume all of the associated
first information streams.

20. The method according to claim 18, further comprising the steps of:

storing each of said plurality of second portions, and
combining all of said plurality of second portions to form the complete entity.

1 21. The method of claim 11, wherein:

2 the first information stream is transmitted via a first medium, and

3 the second information stream is transmitted via a second medium.

1 22. A broadcasting system comprising:

2 a transmitter for transmitting:

3 a first information stream for consumption by a user, and

4 a second information stream comprising a first portion for interaction with

5 a user and a second portion for consumption by the user, and

6 a consumer equipment for:

7 receiving and presenting the first information stream to a user,

8 receiving and presenting the first portion of the second information stream

9 to the user, and

10 receiving and presenting the second portion of the second information

11 stream to the user conditionally according to the user's response to the first

12 portion.

1 23. The broadcasting system according to claim 22, wherein:

2 the first information stream is a discrete portion of a broadcast, and

3 the second information stream is arranged so that interaction with the first portion takes a
4 period of time at least substantially equal to the duration of the first information stream, whereby
5 the user is induced to consume substantially the entire first information stream.

1 24. The broadcasting system according to claim 22, wherein:

2 the first information stream includes an advertisement, and

3 the second portion of the second information stream comprises information other than an
4 advertisement,

5 whereby the user is induced to continue reception,

6 whereby the user is induced to continue consumption of the first information stream.

1 25. The broadcasting system according to claim 24, wherein the second

2 information stream is arranged so that interaction with the first portion takes a period of time at

3 least substantially equal to the duration of the advertisement.

1 26. The broadcasting system according to claim 22, wherein the second portion of

2 the second information stream is at least a portion of an entity.

1 27. The broadcasting system according to claim 26, wherein the entity is an audio
2 entity.

1 28. The broadcasting system according to claim 26, wherein the entity is a video
2 entity.

1 29. The broadcasting system according to claim 25, wherein:
2 the second portion of the second information stream is a portion of an entity, and
3 a plurality of second portions of the second information stream collectively form a
4 complete entity, so that to receive the complete entity a user must consume all of the associated
5 first information streams.

1 30. The broadcasting system according to claim 29, wherein the consumer
2 equipment further comprises:

3 recording means for recording each of said plurality of second portions, and
4 combining means for combining all said second portions into a complete entity.

1 31. The broadcasting system according to claim 22, wherein:
2 the transmitter transmits the first information stream via a first medium, and
3 the transmitter transmits the second information stream via a second medium.

1 32. The broadcasting system according to claim 22, wherein:
2 the second portion of the second information stream is a portion of an entity, and
3 a plurality of second portions of the second information stream collectively form a
4 complete entity, so that to receive the complete entity a user must consume all of the associated
5 first information streams.

1 33. A set-top box for:
2 receiving a first information stream containing first content and presenting the first content
3 on a receiving monitor;
4 receiving a second information stream containing a first portion specifying interaction with
5 a user and a second portion containing second content;
6 prompting the user to perform specified interaction; and
7 capturing the second content conditionally according to the user's response to said
8 prompting.

1 34. The set-top box according to claim 33, further arranged to:
2 store the captured second content, and
3 combine a plurality of stored second contents to form a complete entity.

1 35. A handset for:
2 receiving a first information stream containing first content and presenting the first content
3 to a user;
4 receiving a second information stream containing a first portion specifying interaction with
5 the user and a second portion containing second content;
6 prompting the user to perform specified interaction; and
7 capturing the second content conditionally according to the user's response to said
8 prompting.

1 36. The handset according to claim 35, adapted to receive information streams
2 from at least one of general packet radio service (GPRS), Universal Mobile Telecommunications
3 System (UMTS), and Internet transmission media

1 37. Broadcast reception apparatus comprising:
2 a set-top box for receiving a first information stream containing first content and for
3 presenting the first content on a receiving monitor;
4 second receiving means for receiving a second information stream containing a first
5 portion specifying interaction a user and a second portion containing second content;
6 prompting means for prompting the user to perform specified interaction; and
7 a handset for capturing the second content conditionally according to the user's response to
8 said prompting.

1 38. The apparatus according to claim 37 wherein the second receiving means is
2 incorporated in the set-top box.

1 39. The apparatus according to claim 37 wherein the second receiving means is
2 incorporated in the handset.

1 40. The apparatus according to claim 37 wherein the prompting means is
2 incorporated in the set-top box.

1 41. The apparatus according to claim 37 wherein the prompting means is
2 incorporated in the handset.

1 42. The apparatus according to claim 37, wherein the handset is adapted to
2 receive information streams from at least one of general packet radio service (GPRS), universal
3 mobile telecommunications system (UMTS), and internet transmission media.